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This bibliography of 83 films, filmstrips, and tapes has been assembled for use by teachers in helping pupils acquire oral communication competence. A major part of occupationally useful oral communication is a combination of the speaking and listening skills that enable people to exchange information and decide how they will proceed with their work. Therefore, these audio-visual materials are grouped in classifications of communications--general, listening, conversation/discussion, supportive skills, and on-the-job communication. For each item the following information is given: film title, producer, date, length, sound or silent, color or black and white, grade level of audience, and a description of content. Information about sources for purchase or rental cost is included for each entry. (CH)

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OCCUPATIONAL COMMUNICATION COMPETENCIES

A List of Audio-Visual Aids for Helping Pupils Acquire Occupationally Useful Oral Communication Capabilities

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and

The Washington State Coordinating Council for Occupational Education

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PURPOSE

Experience and research demonstrate that oral communication capabilities are essential for effective work in practically all occupations.

Most on-the-job communication is oral. Most of it takes the form of informal conversation and discussion regarding work plans, procedures and agreements. Of course listening is an important half of conversation and discussion.

Plainly, a major part of occupationally useful oral communication is a combination of the speaking and listening skills that enable people to exchange information and decide how they will proceed with their work. Because those inter-related skills are of such widespread occupational importance, this list of films, filmstrips and tapes has been assembled so teachers can better help pupils acquire oral communication competence.

FORMAT

Each listed item shows: Film title, producer, date, length, sound or silent, color or b/w, grade level of audience, a description of content.

Initials or names at the ends of entries show the sources of information about purchase or rental costs. Most items carrying WSU initials are available on a rental basis from Washington State University.

EMI	Educational Media Index McGraw-Hill Book Company New York, New York
NICEM	National Information Center for Educational Media University of California Los Angeles, California

Landers	Landers Film Reviews P.O. Box 69760 Los Angeles, California
Boston University	Library Boston University Boston, Massachusetts
WSU	Audio-Visual Center Washington State University Pullman, Washington

CONTENTS

1. COMMUNICATIONS - GENERAL: background information on the communications process, the need for clear communication, etc.

2. LISTENING: an essential half of the communication-discussion process activity.

3. CONVERSATION/DISCUSSION: day-to-day, face-to-face exchanges by which orders are given and received, working conditions discussed, and goods and services exchanged.

4. SUPPORTIVE SKILLS: clear and distinct speech, effective use of voice, vocabulary.

5. ON THE JOB COMMUNICATION: Problems, Attitudes: reflecting the need for and use of listening-conversational-discussion skills in everyday working situations.

Films

ALPHABET CONSPIRACY
Bell Telephone, 1959 54 minutes sound color
junior, senior high, college

History of language and its development presented through fantasy story combined with animation and documentary sequences; considers oral, written and non-verbal communications, as well as dialects and problems of translation.
WSU

CHANGING ATTITUDES THROUGH COMMUNICATIONS
Bureau of National Affairs, Inc., 1965 24 minutes sound color college

Management decisions frequently require changes in the organizational system; introduction of change often arouses resistance. Dramatized examples illustrate how balance may be restored through creating an acceptance of new policies through effective communication.
WSU

COMMUNICATION FEEDBACK
Bureau of National Affairs, Inc., 1965 22 minutes sound color college

Dramatize the importance of careful interpretation because people often mean something different from what they say.
WSU

COMMUNICATION PRIMER
Chas & Ray Eames, 1954 22 minutes sound black & white
senior high, college

Presentation of the Claude Shannon model of the communication process; "noise" in the process, and how information is subject to variation during transmissions; importance of past experiences of the recipient in determining meaning.
WSU

COMMUNICATION: STORY OF ITS DEVELOPMENT
Coronet Films, 1959 11 minutes sound black & white
intermediate, junior high

Origins of oral and written language and the advances in means of transmitting messages which have become our modern communication system; re-created incidents illustrate each significant development from Gutenberg's press to television.
WSU

HOW TO SAY WHAT YOU MEAN
National Educational TV 29 minutes sound black & white
college - advanced

Defines and explains communication as a speaker-illusion relationship. Show importance of finding word experiences of speaker which match experience of listener.
EMI

THE INTERVIEW
Brandon Films, 1962 5 minutes sound color

Use "interview" sequence between an announcer and a jazz musician to illustrate communication problems resulting from the over use of jargon.
Landers Film Review

JUST WHAT IS GENERAL SEMANTICS?
National Educational TV, 1955 30 minutes sound black & white college

Discussion of factors in communication leading to misunderstandings; evaluation of situations resulting from good and poor communication.
WSU

MAKING YOURSELF UNDERSTOOD
Encyclopedia Brittanica Films, 1952 14 minutes sound
black & white senior high, college

The elements of communication as a process; analyzed, illustrated, and explained through animated diagrams and examples of the process in action. Describes need for understanding and analyzing audience.
WSU

MAN WHO KNOWS IT ALL
National Educational TV, 1955 30 minutes sound black & white college

Discusses the problem of the individual who says or implies that his knowledge is complete; inhibitions and tensions in conversation with such a person; need for awareness of other views.
WSU

MEANINGS ARE IN PEOPLE
Bureau of National Affairs, Inc., 1965 22 minutes sound color college

Re-enactment of what was said and what was thought dramatize violations of principles of effective communication illustrating that meanings aren't in words but are in the individual experiences of people.
WSU

MESSAGE TO NO ONE
Champion Paper Company 25 minutes

This film emphasizes the audience element in the communication process. Calls attention to breakdown in communication.
WSU

MORE THAN WORDS
Straus, 1959 19 minutes sound color college

Illustrates through live action and animation the basic techniques and principles of effective communication between people.
EMI

SAY WHAT YOU MEAN
McGraw-Hill Text Films, 1957 20 minutes sound black & white senior high

Stresses language as principal means of communication. Uses college speech class to illustrate need for care in choosing language that clearly states ideas, is appropriate for the listener, interesting and immediate.
EMI

TALKING OURSELVES INTO TROUBLE
National Educational TV 29 minutes sound black & white college

Considers general semantics and the problem of how undifferentiated reactions to words lead to lack of communication. Stresses idea that language determines limits of a person's world.
EMI

WHAT HOLDS PEOPLE TOGETHER?
National Educational TV, 1956 29 minutes sound black & white college

Shows communications as man's primary means of survival. Such things as meeting places, verbal symbols, shared ideas, and intercultural communications are explained as being important to organizing society.
EMI

WHY DO PEOPLE MISUNDERSTAND EACH OTHER
National Educational TV, 1955 30 minutes sound black & white

Discussion about how words lead to misunderstanding when people converse; how words themselves contain no meaning; how effective communication requires two-way effort.
WSU

WHY STUDY SPEECH?
Young America Films, 1955 11 minutes sound black & white junior, senior high

Ways that speech training can be helpful in home, school, business and community life illustrated and explained by a counselor to a student.
WSU

WORD'S THAT DON'T INFORM
National Educational Television 29 minutes sound black & white college

Illustrates use of pre-symbolic language in furthering communication. Considers social function of language and how social conversation enlarges possibility of friendship, communication.

Filmstrips

HOW WE COMMUNICATE
Educational Audio Visual junior high

Learning art of communication.
EMI

RELATION OF INTEREST TO COMMUNICATION
Educational Audio Visual junior, senior high

Interrelation of interest, communication.
EMI

Tapes

AN ANTHOLOGY OF HUMAN COMMUNICATION
Paul Watzlawick, 1964 120 minutes 3 3/4 ips 2 sides
college

Basic premises of communication theory, patterns of communication in relation to mental health; 36 examples from conjoint family sessions are presented and analyzed.
WSU

LISTENING

Films

EFFECTIVE LISTENING
McGraw-Hill Text Films (Young America Films), 1959 15 minutes sound black & white senior high

Demonstrates importance of listening in communication process. Discusses time spent in listening, major obstacle to effective listening, and ways that good listening habits can be developed.
NICEM

LEARNING TO LISTEN
University of Washington, 1962 27 minutes sound black & white senior high, college

Dr. Laura Crowell, University of Washington, considers factors influencing listening. Included are bad habits of listening, listening as an active process, the rate differential between listening and speaking, and the alertness to non-verbal signs.
EMI

LISTEN, PLEASE
Bureau of National Affairs 10 minutes sound color

Presents a day in the life of an average supervisor, emphasizing the importance of listening.
NICEM

LISTEN WELL, LEARN WELL
Coronet Films, 1951 11 minutes sound color black & white junior, senior high

Show children playing listening games in which they learn how to pick out important sounds. Stresses concentrating on a visualizing sounds.
NICEM

LISTENING SKILLS - AN INTRODUCTION
Coronet Films, 1965 11 minutes sound color
black & white junior high

Considers ways of improving listening habits. Included are paying attention, thinking about what is being said, and responding to the person speaking. Also discusses distractions to listening.
NICEM

MESSAGE TO NO ONE
Champion Paper Co., 1960 25 minutes sound color

Shows the differences between listening and hearing. Defines the listener's goal as total awareness.
NICEM

PERSON TO PERSON COMMUNICATION
McMurray-Gold, 1956 14 minutes sound black & white
senior high, college

Dramatized conversations between an employer and an employee demonstrate good listening practices. Shows how failure to listen to what another person is saying can lead to tragic and needless misunderstanding.
WSU

THE TASK OF THE LISTENER
National Educational TV, 1956 29 minutes sound black & white college

Explains relationship between personality and communication and illustrates how the individual's self-concept controls the acceptance or rejection of a message. Stresses the importance of non-evaluative listening.
EMI

WHAT IS A GOOD OBSERVER?
National Educational TV, 1955 30 minutes sound black & white college

Discussion of good and bad observers as related to talking sense; the necessity to observe similarities and differences to form conclusions.
WSU

Tape

LANGUAGE: KEY TO HUMAN UNDERSTANDING
Sound Seminar, 1962 5 d l - track 3 3/4 ips 30 minutes
college

Considers the importance of non-evaluative listening in communication.
EMI

DISCUSSION AND CONVERSATION

Films

ANATOMY OF A GROUP
National Educational TV, 1961 30 minutes sound black & white senior high, college

Demonstration of a small group discussion, illustrating its structure and interest, goals to be achieved, participation patterns, group standards and group procedures. Workshop leader comments upon the action as the discussion takes place.
WSU

DIAGNOSING GROUP OPERATIONS
National Educational TV, 1961 29 minutes sound black & white college

Practical demonstrations and comments reveal the causes of conflicts that arise in groups and tell how to identify symptoms of group problems.
WSU

DISCUSSION IN DEMOCRACY
Coronet Films 11 minutes

Illustrates how a group of students learn through expert advice and personal experience the importance of discussion in democracy.
WSU

DISCUSSION TECHNIQUES
National Films, 1950 28 minutes sound black & white
college

Methods of conducting group discussions, forum, symposium, debate, panel, conference, committee. Stresses importance of having trained discussion leader.
EMI

ENGINEERING OF AGREEMENT
Roundtable Productions, 1958 22 minutes black & white
color college

Use of open questions to request a sincere expression of opinion. Consideration of reflective techniques that help process of communication to continue.
EMI

GROUP DISCUSSION
McGraw Hill Text Films 12 minutes sound black & white
senior high

Discusses methods of conducting and participating in group discussions. Describes format of well organized, effective discussions.
EMI

HOW TO CONDUCT A DISCUSSION
Encyclopedia Britannica, 1953 25 minutes college

Clearly explains some of the basic principles of methods which discussion leaders can use in order to ensure effective and satisfying group discussions.
WSU

HOW TO GET COOPERATION
Coronet Films, 1950 10 minutes sound black & white
junior, senior high, college

Variety of methods for securing cooperation; how desired ends can be reached easily with cooperation of others.
WSU

HOW TO GIVE AND TAKE INSTRUCTIONS
Coronet Films 11 minutes

Importance of being clear; knowing procedure thoroughly; using right methods; repeating instructions and acting accordingly.
Boston University

INDIVIDUAL MOTIVATION AND BEHAVIOR
National Educational TV, 1961 30 minutes sound black & white college

Why do people join groups and why do some members block or dominate group action? Practical demonstrations and discussion examine the motivation of each participant in the demonstration.
WSU

LEARNING FROM DISCUSSION
National Educational TV, 1954 30 minutes sound black & white college

Considers role of conversation and discussion in learning. Emphasis on adult conversation as a means of learning.
EMI

LEARN TO ARGUE EFFECTIVELY
Coronet Films, 1951 11 minutes sound color black & white junior, senior high

Steps in developing persuasive argument. Includes a consideration of what are good subjects and bases for profitable argument. Contrasts good argument with irrelevant, unsound argument.
EMI

LET'S DISCUSS IT
National Film Board of Canada, 1956 29 minutes sound black & white

Film shows importance of discussion and how to get good discussion from a group. Dramatization used to illustrate problems and to suggest sound procedures.
Landers

ORGANIZING DISCUSSION GROUPS
Encyclopedia Britannica Films 21 minutes sound black & white senior high, college

Steps to follow in organizing discussion groups, problems involved and proposed solutions.
EMI

OUR INVISIBLE COMMITTEES
National Training Lab. Group, 1952 25 minutes sound black & white

By illustrating on the fantasy level the dramatic interaction between two committee members and their hidden committees the film portrays one of the hidden dynamics in meetings.
WSU

ROAD BLOCKS TO COMMUNICATION
National Educational TV, 1961 30 minutes sound black & white college

Why do people misunderstand a message that seems perfectly clear? Why is it too difficult for some people to listen? What can be done to develop better communication in a group? Demonstrates a watchdog panel, a reaction panel and an audience panel.
WSU

ROOM FOR DISCUSSION
Encyclopedia Britannica Films 24 minutes sound black & white senior high, college

Presents overview of values gained from organized discussion. Shows that discussion is not only a privilege, but the responsibility of all citizens living in a democracy. Illustrates ways in which discussions make for better understanding and solution of problems.
EMI

SHARING THE LEADERSHIP
National Educational TV, 1961 29 minutes sound black & white college

Members of a demonstration group, lost in the woods, sit down and discuss the best method to find their way home. The device is intended to show how leadership arises in a group, what is involved in the concept of leadership and how group membership and leadership are related.
WSU

SPEECH - CONVERSATION
Young America Films, 1953 10 minutes sound black & white senior high

Emphasizes the importance conversation has in all phases of life. Uses incidents to illustrate effective speech techniques for social and business conversations.
WSU

SPEECH - GROUP DISCUSSION
Young America Films, 1954 12 minutes black & white junior, senior high

Illustrates principles of effective group discussion by showing a family considering the son's decision to go to college. Shows how a discussion is planned and led. Basic discussion types such as the symposium, forum, panel, conference and study group are explained.
WSU

WAYS TO BETTER CONVERSATION
Coronet Films, 1950 11 minutes sound black & white junior, senior high

Considers requirements of a good conversation: courtesy, contributing, following the subject and careful listening.
NICEM

Filmstrip

HOW TO LEAD A DISCUSSION
Instructional Materials for Church and School, 1952

Discussion aids for leaders and discussion groups.
EMI

SUPPORTING SKILLS
VOICE, PRONUNCIATION, VOCABULARY

Films

BETTER CHOICE OF WORDS
Coronet Films, 1952 10 minutes sound color
black & white junior, senior high

Stresses the importance of choosing words well, so that others may understand clearly. Shows the need of keeping a clear mental picture in daily discussions.
WSU

BUILD YOUR VOCABULARY
Coronet Films, 1954 11 minutes sound color
black & white junior, senior high

Shows value of vocabulary building in the business world.
EMI

DESCRIBING AN INCIDENT
Coronet Films, 1949 11 minutes sound black & white
junior high

Example of the same incident described poorly and well. Stresses importance of descriptive ability.
EMI

EFFECTIVE CRITICISM
Coronet Films 11 minutes

How to accept criticism well. Shows the difference between evaluative criticism and instructional criticism.
Boston University

FUNDAMENTALS OF PUBLIC SPEAKING
Coronet Films, 1950 11 minutes sound black & white
senior high, college

A film showing the importance of public speaking in daily life. Includes how to plan and deliver a speech.
EMI

GETTING YOURSELF ACROSS
McGraw-Hill Films 21 minutes sound black & white
senior high

The importance of the speaker's interest, preparation, sincerity, vitality and confidence in developing successful communication is dramatized.
EMI

IMPROVE YOUR PRONUNCIATION
Coronet Films 11 minutes

Student, practicing a speech for his class banquet, discovers his shortcomings in pronunciation.
Boston University

IS THERE COMMUNICATION WHEN YOU SPEAK?
McGraw Hill Text Films, 1958 17 minutes sound black & white senior high

Illustrates task of getting idea from speaker to audience and the importance of the speaker's voice, pronunciation, articulation, language, movement, and visual aids in advancing his ideas.
EMI

LET'S PRONOUNCE WELL
Coronet Films, 1952 11 minutes sound color
black & white junior high

Sixth grade student auditions for class program but finds his pronunciation needs attention. He then learns to enunciate words and syllables carefully, speak clearly, and to be aware of correct pronunciation.
EMI

SPEECH: USING YOUR VOICE
Young America Films, 1950 11 minutes sound black &
white senior high, college

Importance of good speech habits in everyday situations; that a speaker must be heard; must be understood and must be pleasant in order to be effective.
WSU

Filmstrip

DISCOVER THE PURPOSE OF A SPEAKER
Something for Visual Education black & white junior high

How to discern the speaker's objective.
EMI

Records

BETTER SPEECH
Movielot Films Lab., Inc. 3 - 10" records 33 1/3 rpm
senior high, college

Assistance for better speech, effective speaking
EMI

MEND YOUR SPEECH
Folkways Records and Service Corp. 33 1/3 rpm 45 min.
senior high, college

Presents examples of frequently mispronounced words. Includes a reading of the abridged version of Rip Van Winkle designed as an exercise in correct pronunciation. A text is available
EMI

SPEAK UP
Sonat Corp., 1955 4 sides 12 in. 33 1/3 rpm

Side 1 - Introduction; how to use the album; breathing; voice improvement; English grammar
Side 2 - Sounds and pronunciation
Side 3 - Reading and speaking effectively; emotional intensity; nervousness
Side 4 - Conversation; preparing the speech; speaking on platform, radio
WSU

ON-THE-JOB SITUATIONS
PROBLEMS, ATTITUDES

Films

ALL I NEED IS A CONFERENCE
Strauss, 1954 28 minutes black & white college

Use of actual conference situation to show how to make meetings more productive in terms of saving time and money, and to facilitate group problem solving.
EMI

AVOIDING COMMUNICATION BREAKDOWN
Bureau of National Affairs, Inc., 1965 25 minutes sound color college

Effective communication series. A dramatization of how an account was lost lays the groundwork for an analysis of why. Communication breakdowns and their warning signals are illustrated.
WSU

CHANGING SCENE
National Project on Agricultural Communications, 1956 13 minutes sound black & white college

Radical changes in agriculture and farm living which have taken place in past 50 years; how this has changed the nature of extension audience; why extension workers must become increasingly skilled in communication arts.
WSU

COMMUNICATIONS
McGraw-Hill Films 12 minutes sound black & white

Illustrates need for effective communication in industry in matters concerning the whole plant and its personnel. Shows how rumors flourish, sometimes causing serious tension among personnel.
EMI

EMPLOYMENT INTERVIEW
McGraw-Hill Text Films 11 minutes sound black & white college

Demonstrates importance of employment interview in getting the right man for the job. Illustrates need for well-planned interviewing procedures and presents proper and improper interviewing methods.
EMI

FAREWELL TO BIRDIE MCKEEVER
Stuart Reynold Productions, 1955 25 minutes sound black & white college

A receptionist and her employer illustrate problems in employer-employee relationships.
EMI

HOW'S IT GOING
Strauss, 1961 11 minutes sound black & white
college

Four cases are used to illustrate aspects of post-appraisal interviews and performance evaluation. Stress that two-way communication is necessary.
EMI

INTERVIEWING PRINCIPLES AND TECHNIQUES
Norwood Films, 1951 17 minutes sound black & white
college

Illustrates principles of good interviewing.
EMI

MISSED SIGNALS IN EXTENSION
National Project Agricultural Communication, 1956 10 minutes
sound black & white college

Six situations involving a contact between an extension worker and other people. Each situation closes with a question on the effectiveness of communication.
WSU

MORE POWER FOR THE JOB
Montana State College, 1964 18 minutes sound color
senior high

Survey of employment opportunities and the education, training, and personal qualifications needed to enter professional, agricultural, technical and service jobs.
WSU

OFFICE COURTESY - MEETING THE PUBLIC
Encyclopedia Britannica Films 12 minutes sound black &
white senior high

Illustrates techniques for meeting and working with persons inside company, face to face, and over the telephone. Stresses need for courtesy and thoughtfulness in on-the-job oral communications. Deals with employee attitudes.
EMI

OFFICE ETIQUETTE
Encyclopedia Britannica Films 14 minutes sound black & white senior high

Presents examples of courtesy and etiquette in typical job situations such as in applying for a job, reporting for work the first day and performing routine secretarial duties. Stresses consideration for fellow workers and employer. Encourages friendly but business like attitude while on the job.
EMI

OFFICE TEAMWORK
Encyclopedia Britannica Films 12 minutes sound black & white junior, senior high, college

Importance of cooperation among members of business organizations. Representative office situations shown in which teamwork is important. Illustrates effect of various employee attitudes on company operations.
EMI

PRODUCTION 5118
Champion Paper Co., 1955 30 minutes sound color college

Selected events during the production of a film on problems of communication in business and industry; scenes from the film-within-a-film and interplay among production staff combine to develop important concepts in communication.
WSU

VINE BROTHERS, INC.
Harvard Business School 16 minutes black & white college

Shows how lack of understanding between a manager and his staff produces serious problems in personnel relations. Film illustrates various attitudes and behaviors which occur. Emphasis on group discussion of communications, human relations and administrative practices.
EMI